



Vol. 1 No. 3

August, 1977

Published by GREMLIN Industries

## Company Picnic Planned

A company picnic will be held Saturday, September 10 at Holiday Ranch in El Cajon. Holiday Ranch offers softball, volleyball, ping pong, horse shoes, and swimming.

Anyone who would like to help with the picnic should contact **Linda Ross** in personnel.

The employee Recreation Fund will be contributing to the cost of the picnic through fund raising projects now in progress; a CoMOTION game is being raffled off and HUSTLE t-shirts are being sold.

The CoMOTION game will be raffled off August 19. Tickets are available in the lunch room for \$.50 each. Employees who would like to sell tickets to family members or friends can receive tickets on consignment from **Linda Ross** in personnel.

HUSTLE t-shirts continue to be big sellers. White t-shirts with red lettering and red t-shirts with white lettering are available in small, medium, large, extra large and assorted children's sizes. Red shirts sell for \$3.50, white shirts for \$3.00. They can be purchased in the personnel office.

More information regarding the picnic will be given in the September issue of Shop Talk.



*Suzanne Swenson cuts cake at reception held for the manager of accounting, Mourad Nicola, July 5, celebrating his newly acquired U.S. citizenship. Previously a citizen of Egypt, Mourad has lived in the United States for seven years. Mourad's family, currently residing in Manhattan Beach, Los Angeles, will be joining him in September when they will be moving into a new home in Poway.*

## TELEMATH Passes Test

As anticipated, TELEMATH data results have revealed improvement in the mathematical computational skills of target fourth and fifth grade pupils in San Diego.

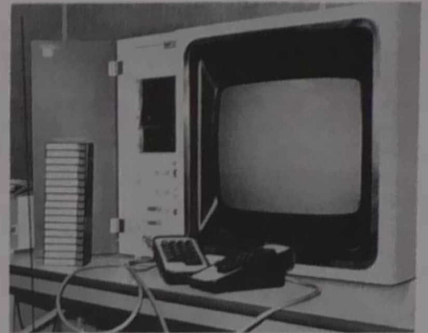
GREMLIN Industries and its sister corporation, NOVAL, in cooperation with the San Diego Unified School District have been responsible for the development, testing and implementation of the TELEMATH project.

Funded for the 1976-77 school years under an ESEA Title IV-C Grant to the San Diego Unified School District, TELEMATH was piloted last year by over 500 students in eight schools.

Following curriculum guide lines established by the school district, teachers, GREMLIN programmers, and engineers have cooperated to develop a self-contained, compact micro-computer which delivers computational math drills via a television monitor.

Fourth and fifth grade students from eight elementary schools (6 public, 2 non-public) participated in the first year project. Chosen at random, target students received their regular math instruction, less two half-hour periods per week when they were pulled out in groups of two to four to use the TELEMATH system. Pre-tests and post-tests issued at the beginning and end of the school year were used as standards to evaluate student progress.

Teachers have unanimously agreed that TELEMATH has increased student interest and motivation in math. One school made the TELEMATH system available to students after school; they encountered one problem: due to its popularity, students had to sign up one month in advance to use TELEMATH.



TELEMATH a computerized learning tool.

Observations made in March by Ira Barkman from the State Dept. of Education indicated "student interest and motivation is excellent and early achievement data is positive. Although it is too early to predict, it is my opinion that the project will result in a significant contribution to math instruction.

Programmers from GREMLIN'S software dept. provided 60 game activity programs (drills) for TELEMATH last year. Software Manager, **George Kiss**, is pleased with the TELEMATH results and expects the project to be re-funded for 1978. "Despite minor hardware problems incurred during the year, the results were exceptionally good."

The project will be expanded this year, concentrating on computational objectives for grades 3-8. Applications of geometry, measurement and algebra will be included.



TELEMATH SOFTWARE DEPT. Left to right: Mark Cobler, Dave Evans, Manager George Kiss, Murphy Bivens.

## FRANK-LY . . .

**GREMLIN** is the name that aviators give to imaginary pixies who make mischief in airplanes.

**GREMLINS** supposedly wear tight coats, pointed shoes and sometimes spats.

**GREMLINS** clog gas pipes, jam engines and guns, and cause trouble in general. A young **GREMLIN** is called a "widgel" and a female **GREMLIN** is a "fifinella."

Found by **Andy Keevil**, Customer Service, 1962 *World Book Encyclopedia*.

### Guest Editor: Gerry Hansen

"**GREMLIN**? What's a **GREMLIN**? Are you a part of American Motors or something?" In the early days of our company (and that's not very long ago) vendors, potential distributors and others had a little trouble believing our name. When we identified ourselves on the telephone we became used to hearing a long pause followed by something that sounded like "huh?" Elsewhere in this issue a **GREMLIN** is described as somewhat of a mischievous little Imp, and pilots during World War II did not have high regard for these imaginary passengers on their aircraft. The name was therefore considered by some to be a little unusual.

How was the name chosen? By a stroke of good fortune, a clerk for the State of California totally misunderstood us when we applied to register our corporate name (a **GREMLIN** in the telephone equipment perhaps?), and we were quite surprised to find that the sophisticated state of the art high-technology-really-really-impressive name that we had chosen had somehow been changed to **GREMLIN** (What's a **GREMLIN**?). It is, however, a name that people don't forget.

People remember our name not only because it is unusual, but because we have established a good reputation for ourselves through our products. People all over the world have now heard of **GREMLIN** and our games are reputed to be the best that are available anywhere. This is not a result of the company's name, it is a result of the company's people. More specifically, it is a result of **YOUR** abilities and **YOUR** attitude toward your work. Obviously, you must be pretty good. You probably knew that all along. We just want you to know that we know it too . . . and thanks!

*Gerry*

## Depth Charge Makes Waves

Recent field testing results indicate **DEPTHCHARGE** will be a new video game hit. On location two days, **DEPTHCHARGE** collected \$92.00. Production for the game is scheduled later this month.

**DEPTHCHARGE** is a video game of skill and strategy in which the player attempts to hit as many submarines as possible using depth charges launched from a maneuverable surface ship.

At the top of the screen is a ship which can be moved left or right using four player control buttons. Two additional control buttons launch depth charges from either the right or left side of the ship. The ship movement is necessary both offensively to aim depth charges, and defensively to dodge mines which are released by the submarines and float to the surface. As the game progresses, as many as four submarines appear at different rates across the screen. Each submarine has a score value on its side, which indicates a point value for sinking the sub.

A **DEPTHCHARGE** game is on display in the upstairs lobby.

## Credit Union Gains Members

Over 30 **GREMLIN** employees have joined the Central Credit Union. Membership applications are available in the personnel office.

The difference between the Central Credit Union and any other credit union is its field of membership. Central Credit Union can include businesses which would normally be too small to have their own credit union, such as **GREMLIN**.

Central Credit Union offers its members low cost loans and high returns on savings plans. The annual percentage rate on a \$1,000 loan (based on 24 monthly payments) at Central is only 12%, compared to a finance company, which would charge 24.02% or a bank charging 16.42%. Returns on passbook and share savings accounts at Central earn 6% per annum compared to 5% earned interest at a bank. A payroll deduction plan is also available through the credit union.

Central Credit Union has two locations: 5374 Linda Vista Road, Suite D, and 450 Fletcher Parkway, Suite 212. Both offices are open Monday thru Friday from 9 a.m. to 5:30 p.m.



Attending the Employee Management luncheon July 7 were: **Ginny Comins, Ole Olson, Gerry Hansen, Bob Mitchell, Gene Candalore, Virginia Noel, Diane Kohl, Bobbi Riggs, Donna Floyd, Billie Wallace, Herb Jackel, and Marcia Wilson.**





**MATERIAL HANDLING DEPARTMENT:** Back Row, left to right — Lynn Blackburn, Art Brickell, Monte Blair, Glenn Keel, center row, Robert Meyer, Cleone Pilone, Dianne Barr, Irma McKenna, Herb Jackel, Paul Zuest, front row, Katherine Tierce, Mike Wakeling, Charles Fontanarres, Tim Bethel, Rod Shannon.

## Getting To Know You ...

Material Handling is this month's featured department. The Material Handling department includes the stock room, and shipping and receiving.

Manager **Paul Zest** and assistant **Herb Jackel** are responsible for the organization of the department. In addition to the responsibilities connected with two out lying warehouses **GREMLIN** maintains, they coordinate the loading of materials for truck and air shipments for customer service and marketing.

**RECEIVING** — As receiving clerks, **Rodney Shannon** and **Monte Blair** receive and log all materials coming into **GREMLIN**. Approximately 80 deliveries per day are logged and verified against purchase orders. They determine if the material received is the material ordered.

**SHIPPING** — **Bob Meyer** inventories and controls all finished goods and materials leaving **GREMLIN**. He also coordinates movement of raw materials for assembly, outgoing mail transactions and the shipment of games.

**MATERIAL HANDLERS** — **Lynn Blackburn**, assisted by **Butch Brickell** supervises the loading of all shipments. They are responsible for the physical movement of materials within the plan from receiving desks and Quality control departments. They also assist in locating stock materials and the loading of all finished goods for shipment.

**STOCK ROOM** — **Glen Keel** and his crew of: **Cleone Pilone**, **Irma McKenna**, **Diane Barr** and **Katherine Tierce**, maintain active stock. Records on all materials within the company for receipts and issue are kept. A physical inventory is also maintained. Stock room also prepares kits necessary from "pick" lists (parts required to build games) which they issue to production control for manufacturing of a game.

**TRANSPORTATION** — **Lynn Blackburn** and **Mike Wakely** head this department. It is their responsibility to keep the company truck and van in proper running order.

As a service to the company, transportation will run pick ups and deliveries. They have two major runs during the day at 9 a.m. and another at 1 p.m.

### GREMLIN ANNIVERSARIES

<b>ONE YEAR</b>	
Lynn Blackburn	7-6-77
Suzanne Swenson	7-6-77
Robert Hansen	7-14-77
Jean Kirstein	7-21-77
<b>TWO YEARS</b>	
Len De Groot	8-21-77
Lane Hauck	8-21-77
<b>THREE YEARS</b>	
Florence Weaver	7-22-77
<b>FOUR YEARS</b>	
John Cobb	8-1-77

### AUGUST BIRTHDAYS

De Ann Coombs	4
Marcia Wilson	7
John McKane	8
Mike Nolin	12
Tim White	14
Delois Kenslow	16
Michelle Blouin	24
Thomas Borg	26
Rodney Shannon	28

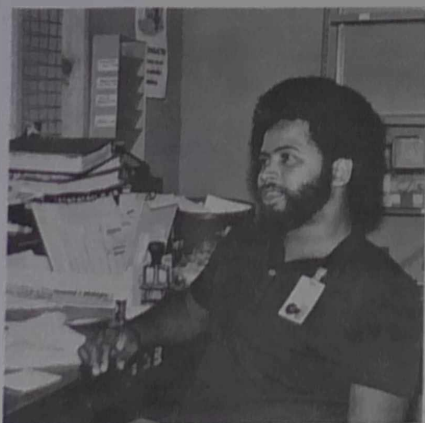
## Women's Softball

Practice will be held for the women's softball team every Tuesday afternoon at 5:30 on the Kearny High School softball field. All women are welcome.

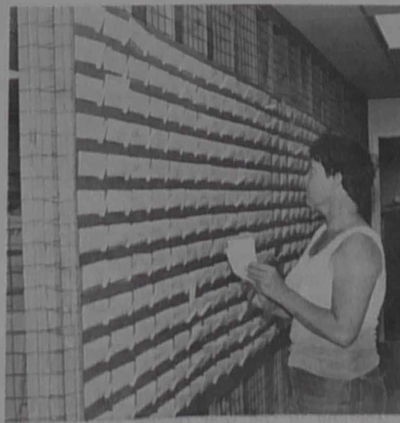
League qualifying games will be played this month. The league season begins the last week in September.

Co-captains **Anna Iadevaia** and **Sue Drake** believe the team has a lot of potential. "We have some good hitters and fielders. Right now we're looking for a pitcher," **Sue** reports. Players on the field thus far include: **Bobbi Riggs**, **Debbie Jones**, **Robin Booze**, **Diane Kohl**, **Judi Gawarecki**, **Nancy Balaban**, **Billie Wallace**, and **Georgia KinKead**.

More information about the team can be obtained from **Sue** or **Anna** at ext. 239.



Receiving Clerk, **Rodney Shannon**.



**Katherine Tierce**, Stock Room.

## Blood Drive A Success

The San Diego bloodmobile visited **GREMLIN** July 22. Of the 40 volunteers who signed up for the blood drive, 30 gave blood. "GREMLIN had an excellent turn out for a company of it's size," supervising nurse in charge **Chris Haas RN** reported.

20 donors were required to establish the **GREMLIN** blood reserve fund. The blood fund entitles **GREMLIN** employees and members of their immediate families to receive blood free of charge.

Volunteers may be requested to replenish the blood supply as it is used from the fund.

## QUESTION Of The Month

The question of the month for August is: "What additional benefits would you like to see GREMLIN offer it's employees?"

**Rochelle Jefferies** - 606

Hospitalization other than emergencies should be covered in the current health plan. We should receive a cost of living raise. I would like to see a ten hour four day work week.

**Lee Liptak** - 750

A dental and eye plan should be covered in the present health plan. Maternity hospitalization should also be covered. Educational assistance should be more clearly defined.

**Jerry Hamilton** - 750

An eye and dental health plan would be nice. Maternity costs should be included in the current health plan. I would also like to see more social get togethers. Gremlin should also cover the costs of at least books if employees want to go back to school.

**Janet Schneider** - 606

More tickets to events, maybe football, discount tickets to movies and things like that.

**Dee Reenan** - 755

I think there should be more game raffles.

**Gerry Downey** - 755

Employees should get their birthdays off with pay. I would also like to see a four day, ten hour work week.

**Mike Wakeling** - 603

I would like to see the health plan offer full coverage including dental working.

**Jim Nemeth, Steve Fay** - 605

A game should be placed on location, the profits made from this game should be donated to the Employee Recreation Fund. We would like to set up a hobby shop for electronics and wood working. We would donate our time to teach employees the proper way to handle equipment and supervise the shop after working hours. This would allow people to work on their cars and bikes. There should be a covered parking area for motorcycles. There are more exposed metal parts on motorcycles than cars which need to be kept dry, also, you would conserve space if a separate spot was reserved for motorcycles.

**Joe Hurst** - 750

A ten hour four day work week would be great.

**Diane DuFour** - 780

Employees should be able to receive profit sharing where dividends would be paid semi-annually. A ten hour, four day work week would be nice.

**Diane Kohl** - 750

There should be more parties. At least two in the summer could be held. I would also like to see dental work and pregnancies covered in the health plan.

**Janice Thompson** - 610

We should be allowed more sick days, at least 7 days each year.

**Estelita Dayacap** - 0606

There should be a retirement plan.

## TENPIN . . . Rolling Along

Last minute preparations are being made to TENPIN prototypes before production begins later this month.

The following release was reprinted in the July issue of PLAYMETER magazine.

### BOWLING WALL GAME COMING

GREMLIN Industries has announced the production of a new solid state animated electronic bowling game called "TENPIN."

**Frank Fogleman**, GREMLIN president, said the new bowling game has been under development for over eight months and that the first prototypes are now in the field for consumer testing, operator reaction and location payout observations.

"We expect to complete our field research early in August and first production run deliveries on or about August 25," **Fogleman** added.

**Fogleman** stated that 'TENPIN' is a game of skill and logic which tests player reflexes. "It is a one or two player remote controlled wall game that incorporates master graphics and the finest use of modern electronics to successfully animate one of the most popular participation sports."

'TENPIN' employs a simplified scoring system with 20 points awarded for a strike, 15 points for a spare and individual points for the number of pins knocked down with the first roll when the second roll is a miss or gutter ball.

The Rip Van Winkle type characters and dynamic sound highlight the play action when a player rolls a strike; lightning strikes the flying pins, the slumbering "Rip" jumps up in surprise, two of the spectators clink mugs and the strike sign lights to accentuate the scoring. Roll a gutter ball and the frog croaks the player's misfortune.

All the game action is accomplished through GREMLIN'S remote transmitter allowing players to develop their skill at timing the precise arrow hit to select the optimum path for a strike. When 'TENPIN' is not in play, a stimulating advertising sequence provides player attraction.

Operator options include speed at which ball rolls, programmable end of game score, free game capability and the combination sequence for lights can be adjusted by speed.



## Safety Committee — August

All members were present at the safety committee meeting held July 5. Representing the Executive Staff were **Gene Candelore** and **Ray Foster**.

The first order of business was a discussion of the action taken on the safety recommendations made at the last meeting.

**Fire safety** — the San Diego Fire Equipment Company came in and re-hung existing fire extinguishers and hung additional ones where needed.

**Electrical power safety** — **Gerry Hansen** is available to speak on electrical power safety for any interested department.

**Parking** — additional parking will soon be opening in the rear of the building. When that happens, signs will be posted restricting parking in the front of the

building and prohibiting any parking next to the side of the building.

Safety committee representatives are:

<b>Jerry Hamilton</b>	Engineering
	Noval
	Pogue Associates
	Test
<b>Jan Schneider</b>	P.C. Assembly
	Wall Games
	Q.C. (upstairs)
<b>Mike Gawarecki</b>	Customer Service
	Manufacturing
	Administration
	Lean Prep
	Administration
<b>Wayne Anderson</b>	Video
	Q.C. (downstairs)
<b>Jim Nemeth</b>	Machine Shop
<b>Paul Zest</b>	Shipping
	Stock Room
	Production Control
<b>Linda Ross</b>	Personnel
	Purchasing
	Law Offices
	Lunch Room